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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/545,875	04/07/2000	Avram Glazer	032592-003	2172

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James A LaBarre
Burns Doane Swecker & Mathis LLP
P O Box 1404
Alexandria, VA 22313-1404

EXAMINER

FISCHETTI, JOSEPH A

ART UNIT

PAPER NUMBER

3627

DATE MAILED: 06/30/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/545,875

Applicant(s)

GLAZER, AVRAM

Examiner

Joseph A. Fischetti

Art Unit

3627

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 08 April 2003.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-14 is/are pending in the application.
- 4a) Of the above claim(s) 15-43 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-14 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

Election/Restrictions

Newly submitted claim 43 is directed to an invention that is independent or distinct from the invention originally claimed for the following reasons: originally, the combination of plural pages and plural sites were not claimed and would required further search in the network art.

Since applicant has received an action on the merits for the originally presented invention, this invention has been constructively elected by original presentation for prosecution on the merits. Accordingly, claim 43 is withdrawn from consideration as being directed to a non-elected invention. See 37 CFR 1.142(b) and MPEP § 821.03.

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claims 1-15 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. In claim 1, line 3, the step of "publishing" on a file server is recited. However, making a file resident on a computer server is not publishing. Since it is stated in applicant's comments that the connection is an exclusive connection the word publishing, has not occurred.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in-

(1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effect under this subsection of a national application published under section 122(b) only if the international application designating the United States was published under Article 21(2)(a) of such treaty in the English language; or

(2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that a patent shall not be deemed filed in the United States for the purposes of this subsection based on the filing of an international application filed under the treaty defined in section 351(a).

Claims 1,2,3,4,6,7,8,10, 11, 12,13,14 are rejected under 35 U.S.C. 102(e) as being anticipated by Bernardo et al.

Bernardo et al. disclose residing a file (templates in database 40) on a server with access to plural different types of information;
establishing a connection (connection via browser 128) between the file and a web page displayed on an internet site;
causing at least some of the contents of the file to appear within a banner (see Figs 4-27) whenever a user downloads the page for display .

Re: claims 6,7: see Fig. 14.

Re claim 8, see site guide

Claims 12,3,4,6,7,8,9,10,11,13,14 rejected under 35 U.S.C. 102(e) as being anticipated by Hoyle.

Hoyle discloses residing a file (Fig. 7 associated www.lotus.com) on a server with access to plural different types of information; establishing a connection (URL for the data files of Fig.7) between the file and a web page displayed on an internet site; *the connection by the user's present web page or at that time a web site is deemed to answer the claim limitation of a connection.* causing at least some of the contents of the file to appear within a banner whenever a user downloads the page for display (Fig. 7).

Reclaim 4: www.espn.com is read as providing individual headlines when user clicks on the *espn* headline.

Re claim 9 element 74 will provide search capabilities.

Re claim 11: (www.second_link.com/products in Fig. 7)

Re claim 14: banner is read as configurable by virtue of the selection process effected by the ADM 54.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bernardo et al.

Bernardo et al. as set forth above discloses the claimed method substantially as claimed except that there appears to be no disclosure of scrolling or search functions. However, Official Notice is taken to the old and notorious of scrolling in claim 5 and the use of a search function of claim 9. For evidence of old/notr. scrolling please see Rumreich et al.

Claims 1-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hoyle.

Hoyle as set forth above discloses the claimed method substantially as claimed except that there appears to be no disclosure of hyperlinking at the banner and the use of scrolling. However, Official Notice is taken with respect to the old and notorious use of the providing headlines which are hyperlinked to a more detailed description of the story as well as the use of scrolling as a form of viewing. Likewise official notice is taken regarding the notoriously well known expedient of providing a community billboard

posted at a web site. See, Merriman et al. for old/notr. evidence of advertising with hyperlinks.

Claims 1-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Holye in view of Mackintosh et al.

Hoyle as set forth above discloses the claimed method substantially as claimed except that there appears to be no graphical representation of items identifying the claimed contents. Machintosh et al. do teach such graphics and it would be obvious to modify Holye to include such aspects of Mackintosh et al. since this would make usage easier.

Applicant's arguments filed 4/8/03 have been fully considered but they are not persuasive. Re : the rejection of claims based upon Bernardo. Applicant argues that there is no suggestion or disclosure of a connection between a file stored on database 40 and a website in Bernardo. However, Bernardo discloses that while creating a web page the template are in fact connected to the files resident in database 40. Applicant scope of claims make no distinction of whether a web page formulator and otherwise *is being used.*

Regarding Hoyle, Applicant states that it does not disclose "establishing a connection between a file containing banner advertising " and a web page. However, this is not what is recited in the claims. All that is claimed is a file on a file server connected to the internet. Hoyle answers this with *the connection by the user's present web page.*

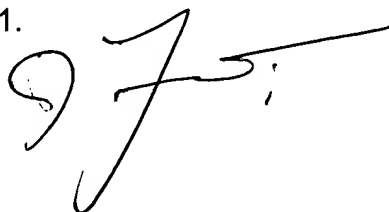
RE: 112 second paragraph the term publishing on a server is still believed to be inaccurate. Publishing would occur at the time the code becomes humanly readable. e.g. at the user's computer terminal.

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Any inquiry concerning this communication should be directed to Joseph A. Fischetti at telephone number (703) 305-0731.

A handwritten signature in black ink, appearing to read 'J. Fischetti', with a long horizontal stroke extending to the right.